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VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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BIG BO COMEBACK IN COMING YEAR?

Filmites Sharing TV Applications

Canadian film and theatre interests are among those allied with applicants for licences in Montreal, Toronto and other cities where second stations will be permitted by the Board of Broadcast Governors. Paul Nathanson of Sovereign Film Distributors al-

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Meridian's Tape Centre Opens

Official opening of The Videotape Centre, Toronto, which converts Meridian Films Ltd. and its studios into a million-dollar enterprise, attracted hundreds of guests from the ad, radio, TV and newspaper fields. Ralph Foster and Julian Roffman, its principals,

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USA ATTENDANCE INCREASE PROMISING INDICATION

The Canadian motion picture business is due for an upsurge in attendance which will continue once it begins, judging by the state of things south of the border. There the industry is looking forward to 1960 with the greatest optimism ever. Film companies and exhibitors alike are full of cheer and anticipation.

Canada traditionally has the same experience as the USA industry—but a little later. Thus when the USA trade was depressed by TV Canada continued as a healthy, lively market. When Canada was affected adversely the USA trade began fighting back until it showed definite recovery. Now that recovery is due to catch up with us.

This year the theatres in the

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Six Via Disney in '60; Meeting In Burbank

Buena Vista, through Empire-Universal in Canada, will release six top-budget attractions costing a total of $16,000,000 during 1960, it was announced from New York.

The films are Toby Tyler, Kidnapped, The Sign of Zorro, Pollyanna, Swiss Family Robinson and Jungle Cat.

The press release said that Empire-Universal executives were to join those from Buena Vista at the Disney Studios in Burbank, Cal. on Dec. 7 for a series of meetings dealing with sales and promotional plans. These are "Alex Metcalfe, managing director; Hatton Taylor, general sales manager; and Barry Carnon, ad-pub director."

U-I's 'Portrait In Black'

Anthony Quinn will star opposite Lana Turner in U-I's Portrait in Black.

Columbia's 'Return Fare'

Mel Ferrer will direct Columbia's Return Fare.

Industry Council Q&A TM Session

No opposition to Telemeter was registered at the recent annual meeting of the Motion Picture Industry Council of Canada, nor was there prolonged or hostile discussion, perhaps because the delegates were to see an exhibit of pay-TV accessories and have

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New Montreal Theatre

An 800-seat theatre is planned at the corner of St. Catherine St. E. and Montcalm St., Montreal by Michael Costom and the Grimco Amusement Co. Costom built the 690-seat Canadien some years ago. The new theatre, part of a building with store and offices, is being blueprinted by Arthur Mogilesky.

NS ASKS 'VOLUNTARY LIMITATION'

"Voluntary limitation" by Nova Scotia exhibitors of those under 16 at all times during the run of films classified as Adult has been asked by J. Henry R. MacLeod, chief film censor.

The request, made in a letter, was followed by the suggestion that a legal ban might result if the voluntary limitation was not put into practice.

The Maritime Motion Picture Exhibitors Association is considering the request and the Canadian Motion Picture Distributors Association will join it in any action it decides to take.

PICKER, MURPHY IN TORONTO

Shareholders of Marcus Loew's Theatres Ltd., Toronto, at the annual meeting last week, re-elected the officers and directors and approved plans to remodel Loew's Yonge St. Theatre.

At the meeting were Eugene Picker, president, and John F. Murphy, vice-president, both of New York, who are leading figures in Loew's Theatres, Inc. Canadians returned to the board were G. R. Mackie, QC, secretary; D. B. McCrimmon, W. J. Stephens and J. H. Clarke. The last is Canadian Division manager.

With Picker and Murphy to examine the theatre was Field Young, construction head, and Gerry Norwood, maintenance engineer, both of New York. They talked with Harold Kaplan of Kaplan & Sprachman, architects, who will blueprint the alterations.

Picker and Murphy, accompanied by Clarke, visited the Telemeter headquarters in Toronto, with Bert Brown of that company.

Reductions Possible In Insurance Rates

Stinting on the installation of approved fire extinguishers in specified areas is false economy, since the presence of the right type can produce a reduction in the insurance rates, C. P. Hughes, secretary of The Odeon Theatres (Canada) Ltd., stated in a report presented to the recent annual meeting in Toronto of the Motion Picture Industry Council of Canada by its Insurance Committee.

The report, surveying most aspects of theatre insurance, pointed out that the general 20 per cent increase in fire rates early in 1958 was not applied to the theatre business with the same severity because of the high housekeeping

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'Dark At Top Of The Stairs'

Robert Preston has been signed to star in Warner Bros.' filmization of Wm. Inge's The Dark at the Top of the Stairs.

George Cook Of Picton, Theatre Owner, Passes

George Cook, 54 years a motion picture exhibitor, died in Picton, Ont. last week. He is survived by Mrs. Cook.

Starting in Brockville in 1906, he followed with theatres in Trenton, Campbellford and Picton. He opened the Theatorium in Picton, where he settled, and in 1921 built the Regent, which he operated until his death.

George Cook, who came to America from Greece, enjoyed the affection of his neighbors and colleagues of the trade.

UA's 'Flight From Ashiya'

AU will release Harold Hecht's Flight From Ayisha, which will be filmed in Japan.

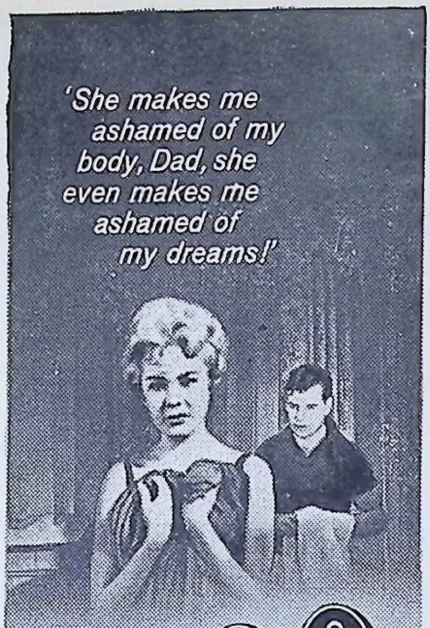
Fox' 'From The Terrace'

Ina Ballin stars in 20th-Fox' From the Terrace, which is now before the cameras.

Levine, G. R. Lee & 'Jack the Ripper'

Joseph E. Levine of Boston, who created a sensation in the theatre business by his explosive and profitable promotion of Hercules, was host to Toronto showmen last week at a luncheon in the Park Plaza. Levine discussed plans for his latest effort, Jack the Ripper, which Paramount is distributing. He was accompanied by Gypsy Rose Lee, who has been appearing at Levine's luncheons. The film stars Lee Patterson, Eddie Byrne, Betty McDowall and Ewen Solon.

What you see in 'A Summer Place' you haven't seen before... What you hear in 'A Summer Place' you haven't heard before... This is boy-girl desire. This is man-woman frenzy. This is bold reality.



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Canadian Film Weekly
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TV APPLICATIONS

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ready owns shares of four Canadian TV stations, while Famous Players owns half of three. Both seek to expand their holdings.

United Amusement Corp., Montreal, in association with Jack Titleman, operator of CKVL, in the suburban community of Verdun, is seeking a licence for a French-language station. United is a Famous Players subsidiary. Another Montreal applicant is Sovereign, which is linked with a local group called Mount Royal Independent Television Ltd.

There is conjecture that Gerald Bronfman is one of the Mount Royal group, since he had been associated with Screen Gems of Canada, which has joined with Sovereign Film Distributors. It could be that Screen Gems, a Columbia subsidiary, has an interest in what happens.

It is heard that Famous Players is linked with a newspaper in its Toronto application but which one hasn't been made public. The Toronto Star ran an article by Dennis Braithwaite reviewing the applicants but it did not mention Famous Players, although a cartoon showing a chariot race for "Toronto's 1st Private TV Licence" had the company as one of the contestants.

The Telegram, Toronto, has as one of its associates Sovereign Film Distributors. Upper Canada Broadcasting is linked with Granada of Britain and J. B. Dunkelman, until last week with Trans-Video Productions Ltd., which has a lease on the Canadian Film Industries plant. Spence Caldwell, who owns the Queensway Studios, is another Toronto applicant.

Unconfirmed stories have it that both Famous Players and Rediffusion, Montreal pay-TV organization, had looked into Vancouver possibilities but withdrew. N. A. Taylor Associates were also interested in joining groups applying, according to rumors, but neither Taylor nor David Griesdorf, who heads NTA of Canada, are talking.

Fox' 'The Story Of Ruth'

Viveca Lindfors will star in 20th-Fox' The Story of Ruth, which is now in preparation.

Big Bo Comeback?

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USA had the most successful summer since 1948 and Sindlinger & Co., the business research firm, showed that a ten per cent increase in attendance over last year had been rung up in the first six months of 1959. In one week (ending August 1) an estimated 82,000,000 people went to the movies, an all-time record, and double the average week in 1958, which brought 43,000,000.

The big factor in the 1959 gains and the 1960 prospects was that the film companies had completed their readjustment periods and another factor is the quality of the product. A third factor is the technical advances that led to innovations such as stereo sound, improved color, widescreen spectacles and so on and these are continuing.

The survey of the industry by the Motion Picture Association of America reveals that 270 features will be released by Hollywood companies in 1960 and these will cost $429,000,000, with $70,000,000 added for advertising and promotion.

The prize movie audience is made up of young people and in 1960 those from five to 19 years of age will increase by about 4,000,000 in the USA. There will be a slightly smaller increase in the from five to 29 group. The increase will be proportionate in Canada also.

Bookers' Xmas Party Draws Big Crowd

Fifth annual Toronto Bookers' Christmas Party, held in the Fiesta Room of the Prince George Hotel last week, drew a sellout crowd of almost 300.

A committee, headed by Curly Posen and Sid Sniderman, handled the arrangements. A cocktail party preceded the dinner and entertainment by Rex Slocum and dancing to Curly Posen's orchestra followed it. Favors, spot dances and lucky number draws rounded out a very successful evening.

Alfred Hitchcock's 'Psycho'

Martin Balsam, NY stage actor, has been signed for a key role in Alfred Hitchcock's next for Paramount, Psycho.

Vadim's 'Blood And Roses'

Paramount will release Roger Vadim's Blood and Roses.

E. L. Bushnell Resigns

Ernest L. Bushnell, 59, has resigned as a CBC vice-president effective Dec. 31 and will form Bushnell Broadcasting Associates, a firm of consultants, in Ottawa. With the CBC since its first days, he was acting president for six months during its most difficult period.

PIONEERS AID UNEMPLOYED

Vancouver branch of the Canadian Picture Pioneers, not content with donating $2,000 to the Trust Fund at the November Pioneer of the Year Dinner, recently purchased the first tons of fruit for distribution among BC unemployed. Operation Fruit was organized by a number of clubs and sponsored by the Vancouver District Council. On the left Myron C. McLeod, president of CPP's Vancouver branch, is seen presenting a cheque for the fruit to Roy Kline, Council president.

J. F. (Jimmy) Davie of Sovereign Films was active in promoting Operation Fruit. One of the means of raising money was a matinee at the Studio Theatre.

DUNKELMAN LEAVES TRANS-VIDEO

J. B. Dunkelman has resigned as president of Trans-Video Productions Ltd., Toronto, a company he was instrumental in founding earlier this year, and has been succeeded by Douglas Annett. The latter is head of Annett & Co., the firm that underwrote Trans-Video's $500,000 stock issue. Another change has Guy Herbert, who joined Trans-Video in Sept. as an executive consultant, as the new managing director. Whatever led to Dunkelman's resignation did not cause a shift of his early associates. Robert Maxwell, still executive vice-president, is presently in Hollywood with his aide, Rudy Abel, for the production of a TV pilot of National Velvet.

In November Dunkelman, asked about rumors of disagreement among Trans-Video principals, suggested they weren't true and said that a six-figure investment by a well-known financial figure had provided additional financing.

Last week ex-president Dunkelman reiterated that the financing has been delivered and that there was no dissension. "All I can tell you is that I am still a large stockholder in Trans-Video, that I am working with Trans-Video and that I will continue to use its facilities," he declared.

OUR BUSINESS by N.A. Taylor

STOP THE NONSENSE

LET'S STOP playing patsy and let's stop apologizing! The Production Code has been ameliorated to the point that some themes and certain language, which were not previously considered proper content for motion pictures, are now deemed acceptable. Story ideas and treatment of certain situations in foreign films have also veered to a more adult approach. In presenting these to the public we dubiously enjoy the protection of censorship so that theoretically what we show on our screens should not be morally objectionable. In most cases our advertising is also censored. Notwithstanding, there are individuals who would take it upon themselves to further adjudicate what the public may be permitted to see.

Thus we find a situation in some communities where newspapers are seeking to censor copy submitted for our ads. It is interesting to contrast this with what appears in the headlines and news and feature columns of many of these same newspapers. Advertising managers will disclaim all responsibility, yet can the publishers adopt the same attitude?

To a great extent motion pictures should — like books and stage plays and in the same way as newspapers do— mirror life. The columns of almost any newspaper today yield words which in former years were considered highly improper to put into print. The meaning of such words as hell, virgin, prostitute, rape, abortion and cancer, to mention a few, were at one time covered by other seemingly innocuous expressions. Today they are a part of our vocabulary and we are not shocked to hear them in mixed company.

The very first to raise hell at the mention of censorship of their inalienable rights of free speech would be the very newspaper which seek to censor us. If their editorial and news columns were still conducted with the Victorian attitudes and language they might have a right to assert that the entire newspaper must be kept within this format. On the other hand, if this is not true

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MERIDIAN'S TAPE

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along with Herbert Alpert, director of Meridian's film department, had a busy time greeting the well-wishers. Among those on hand were Grant McLean, Mike Spencer and Joel Samuels of the National Film Board, and Ross McLean, former Government Film Commissioner. Leonard Crainford, Jim Guthro, Ted Pope and Murray Chercover were among the many CBC people present. Art Chetwynd, Donald Gordon, Louis Applebaum, Ron Leonard, Bob McStay, Ed Gould, Monica Mugan, Helen Beatty Palmer, Norman Phillips, Bert Brown, Gene Fitzgibbons, Kingsley Brown, Dean Walker, Bert Wilkes and Harry Allen, Jr. were seen in the crowd.

Most interesting was a demonstration of Videotape and the audience heard Bill Walker and others explaining it. Guy Roberge, Government Film Commissioner, paid his compliments to Foster and Roffman on the screen. Both appeared in a scene in which they got out on a limb and sawed themselves off. The limb did not fall but the tree did. Foster, originally a newspaperman, was formerly Deputy National Film Commissioner for Canada, Australian Film Commissioner and chief of films and TV for the UN in New York. Roffman has a long and distinguished record as a film maker.

The Centre is the only complete visual production centre in Canada combining all film and television facilities. The installation includes a complete television station (with the exception of a transmitter), plus a coaxial cable which will enable Meridian to pipe television programs instantaneously to interconnected television stations anywhere, from their own studios. Equipment includes two Ampex Videotape Recorders, Pye High Definition Electronic Film Recording equipment and all conventional motion picture production facilities: lighting, design and construction shops, make-up department, etc.

Following the policy of assembling the top Canadians in both the electronics and broadcasting fields, the personnel of The Videotape Centre includes John Stacey, operations manager; Robert Hinze, chief recording engineer; James Leitch, chief production engineer; Bruce McIntosh, lighting director; Phillip Styles, floor director; and Douglas Jones, technical director.

Fox' 'Sons And Lovers'

Dean Stockwell will star in 20th-Fox' Sons and Lovers.

WB Lifts Sherman Option

Warner Bros. has exercised its option on the services of Vincent Sherman, now directing Edna Ferber's novel, Ice Palace, for the third year of his three-year contract. This will be his 16th year with Warner Bros.

SOME YEARS ago Cap Palmer of Hollywood came to help Associated Screen News make a feature-length documentary about Kitimat, *The Man with a Thousand Hands*, which was narrated by Ray Massey. He brought ASN's Jack McDougall, cameraman-director, back with him from Montreal and later Bob Martin, also an ASN lenser, joined them. Recently the Taylor-Roffman production group bought the Canadian prize novel, *Execution*, to make a big-budget film. *Execution* is by the registrar of McGill U, Colin McDougall, who is Jack's younger brother. So now both McDougall boys have a direct interest in films. Says Jack loyally but no doubt impartially: "It's a hell of a book and should make a hell of a picture" . . . *Larry Matanski* and Blake Owensmith dropped in before heading for NY in search of a distribution deal for their $200,000 Western Canada feature, *Winds of Chance*. They had dates to show what Toronto trade viewers called an excellent job to a couple of the majors and Tiger Productions will follow with more films if they do well with this one . . . *Another visitor* was Jacques Nicaud, Unifrance's resident rep, a personable guy who makes pleasant and sensible listening.

MEANT TO WRITE at Grey Cup time that you can take the boy from the West but you can't take the West from the boy. The Prairie exiles, among them Frank Vaughan, Doug Rosen and Frank Fisher, rooted for the Bombers, although they've been Eastern residents for years . . . *Ron Haggart* of *The Star* gives a lot of space to needling Mayor Phillips, sort of suggesting that The Old Grey Mayor ain't what he used to be—and never was. The other day he wrote, perhaps ruefully: "In Toronto, nobody likes the mayor but the people." By the way, the licence plate number of the mayor's official car is 5,000. Are you as over-impressed as I am with low licence numbers or those with the same figure in succession? . . . *Clyde Gilmour*, in Hollywood doing a series for *The Telegram*, offered his readers a sensational innovation. He interviewed, of all people, a screenwriter. Until the controversy about who wrote the screenplay for *Ben-Hur* the public seemed to believe that the director and the actors made up what they said and did as they went along. Clyde talked with Stanley Shapiro, whose credits include *The Perfect Furlough, Pillow Talk* and *Operation Petticoat*. This must be the fellow that's keeping Universal in business . . . *Take note*: If you intend to place an ad in *Variety*, do so through Bob McStay in Toronto . . . *Louis Applebaum* just scored the *Twentieth Century* TV segment called *The Week That Shook the World*, which is about the period just before the outbreak of war.

THE PAYOLA, which is the distribution of money and gifts for plugs and playings of songs, dates back into the '90's. In his book, *They All Sang*, (The Viking Press, 1934) Edward B. Marks, a leading music publisher, tells how it was done in the days before radio and TV. He and a companion called Louis the Whistler would go from one New York beerhall to another inducing the singers and musicians to use the song, after which they would leave chorus slips on the tables. On the second chorus Louis would whistle and a few of the men patrons would follow him. Perhaps the next day some of the ladies present would buy a copy of the music for their pianos and so the song might be on its way to being a hit after a couple of years. They covered 60 joints a week. "When the number was introduced from the stage of one of the more pretentious beerhalls, that was a plug!" The Atlantic Gardens was such a place and here is Marks' note after a successful mission there: "I paid the check: 21 beers for a nickel, two Bass at fifteen, a ten-cent cigar for the comedian, who had promised to sing *You're Not the Only Pebble on the Beach*." Yes, the Payola isn't new—just refined and modernized to meet the economic and moral levels of the times . . . *Eric Greenwood* says he can have Odeon's Fairlawn for a run of his projected live London musical hit, *Lock Up Your Daughters*. Right now he's locking up backers for it.

T'METER SESSION

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their questions answered. Telemeter was much talked about at the MPICC annual meetings in the past few years. With E. E. Fitzgibbons, head of Trans Canada Telemeter, at the audio-visual presentation were Bert Brown, program director; Bill Crampton, production manager; and Sandy Day, chief engineer.

Telemeter, when it is reaching 5,000 subscribers, will have cost $1,500,000, Fitzgibbons said. In the USA the cost would have been $500,000 lower, since sales tax and duty added one-third in this country. Purchase of an office-and-studio building ran the cost up. It was such a good buy that it was acquired instead of being rented. "I understand Telemeter is ready to proceed in the New York area," he said. Bell Telephone, which is making the installations, is now quoting on other Telemeter markets in Ontario and Quebec.

What were the main preferences of the people of Etobicoke, the Toronto suburb where Telemeter will be inaugurated? "Commercial-free motion pictures," revealed Fitzgibbons. They had made this known in a survey before subscription blanks had been published in the newspapers. Questions directed at those who had filled and returned the blanks brought the same replies.

Questions were asked about the freedom of the viewer. It was learned that he can't pick up the unused portion of the program he paid for the next night. Frank Fisher wanted to know if a viewer could switch from one channel to the other, since there is a film on each. He can't, once he's made his choice. "He just walked into the wrong theatre."

What about Telemeter on Sunday? There's no law to prevent it. The six-day laws apply to theatres. "This may bring the matter to a head," said Fitzgibbons. A token amusement tax is not unlikely, either.

Fitzgibbons impressed on the exhibitors and trade delegates from other sections of the industry that they had first refusal in their situations. Exhibitors could band together to form a company where there was more than one in a community. Where this privilege wasn't exercised it would go to other applicants—probably the local radio or TV station.

Terms and rentals were referred to without much clarification. "How much is left over for the exhibitor?" Dave Rothstein of the Rothstein circuit in Western Canada wanted to know. "No less than he's getting now." Observed Fisher humorously: "That doesn't include the candy money."

In Montreal Joseph Strauss of the Theatre Owners of Quebec continued to provide the TOA of the USA with critical statements.

DELEGATES AT THE MOTION PICTURE INDUSTRY COUNCIL'S ANNUAL MEETING IN TORONTO

Back row, left to right: E. G. Forsyth, C. J. Appel, Matt Park, Vice-chairman F. Gordon Spencer, Frank H. Fisher, Chairman C. S. Chaplin, Harry Prygrocki, David Rothstein, Garnet Wright, Basil Salamis and Al Turnbull.

Second row: N. A. Taylor, A. J. Mason, Owen Bird, Len Johnson, H. C. D. Main, Gordon Lightstone, Ken Beach, Harry Howard and Lloyd Pearson.

Front row: Ted Hayes, Hye Bossin, Jack Heaps, Bill Winterton and Russ Simpson.

INSURANCE

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standards and the wide use of safety film. Continued improvement in loss experience can lead to lower rates still, although a major factor would have to be heavy capital expenditures for sprinkler systems.

What has caused theatre rates to go up are the dark houses, the insurers being "generally apprehensive of vacant property." Drive-in rates are considered to be too high, some of this being because they are closed half the year and the insurers recall their experiences with closed auditorium theatres. The rate went up in 1958 and it could be that a reduction will be considered when actuarial experience is sufficiently developed by the insurer.

No reductions in the theft and fidelity category can be foreseen, since theatre experience is bad. The contrary is likely. Judicious relocation of safes and vaults so that a patrolling policeman can check them visually from the outside should be undertaken where possible. Some insurers demand night deposit facilities, particularly on weekends.

In 1950 a reclassification of theatres because of fire-resistant roofs and other safety characteristics brought about a 40 per cent premium rate reduction for many.

Columbia, Gordon Sign Multiple-Picture Deal

Michael Gordon, who directed the current boxoffice hit, Pillow Talk, has been signed to a multiple-picture deal by Samuel J. Briskin, vice-president in charge of West Coast operations for Columbia Pictures Corporation.

The first Columbia project under the new deal will be Smile of a Woman.

'The Boy And The Pirates'

UA will distribute Bert I. Gordon's The Boy and the Pirates, now shooting with Mervyn Vye, Charles Herbert, Susan Gordon and Joseph Turkel starred.

Para's 'Affair In Arcady'

Henry Blanke's first production for Paramount will be Affair in Arcady. Edward Anhalt has been assigned to write the screenplay of the novel by James Wallard.

News Clips

Ad in Variety, USA trade publication, by Sovereign Film Distributors Ltd. and Sovereign Broadcasting Co. says that the latter organization has "Film News Bureau in Ottawa, Canada's Capitol City" . . . A Vatican film library to gather and preserve documents related to the Roman Catholic Church and religion in general has been established by the Pope . . . Proprietors of premises where bingo games are being held will be prosecuted by Ottawa Police under the section of the Criminal Code which prohibits the operation of gaming houses . . . Edward Schreiber has succeeded Eddie Solomon as assistant to Rodney Bush, 20th Century-Fox exploitation director at the home office, NY. He'll co-ordinate the regional directors . . . Odds Against Tomorrow, Pusher and Rebellion of the Hanged were classified as Adult Entertainment by the Ontario censor board.

"An astounding illusion of aliveness" is claimed by Cinema Graf for its feature, This Is Cinema-Graf, which will be released in May, 1960. Writer-producer-director is Thomas Lockyear Graeff . . . Wilfred P. Gregory, v-p of the Stratford Shakespearean Festival, has succeeded David M. Rae as president . . . Philip F. Harling has been reappointed chairman of the Pay-TV committee of the Theatre Owners of America. He visited Canada earlier this year for talks with TOA of Quebec officials to plan opposition . . . Canadian Video Films Ltd. is operating in Montreal.

Joseph R. Vogel, president of Loew's, Inc. (MGM), has been honored with one of the highest awards that Italy can bestow on an outsider, Commander in the Order of Merit of the Republic of Italy. It was presented in the offices of the Italian Consul General in NY. MGM made Ben-Hur in Italy . . . Canadian Council of Christians and Jews honored three Canadians at its recent 12th anniversary banquet in Toronto. They were Richard W. Kelley, Windsor; John R. White, Toronto; and Mayor Nathan Phillips, QC. They did much to help promote "the brotherhood of Man under the Fatherhood of God" . . . A Saturday evening and Sunday afternoon cartoon festival with admission free was offered by the Artistic Society of Montreal last weekend. Eight were shown in the auditorium of the Notre Dame Centre, a new building.

OUR BUSINESS

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there is no valid reason to maintain a double standard.

Theatre managers harassed by the suppressive action of the advertising departments of these newspapers should make a compendium of the news and editorial content of such periodicals. Therein may very well be the answer to what action should be taken.

Lewis Contracts Tashlin For Five-Year Series

In one of the most important Paramount production contracts in years, Jerry Lewis has signed director-writer Frank Tashlin to collaborate with him on a series of adult fairy tales to be made over the next five years. Lewis will produce and star in the productions which will be made by his independent company for Paramount release.

CinderFella, now in production, will be the first of the series. Other planned properties are Robinson Crusoe, Gulliver's Travels and Rumpelstiltskin.

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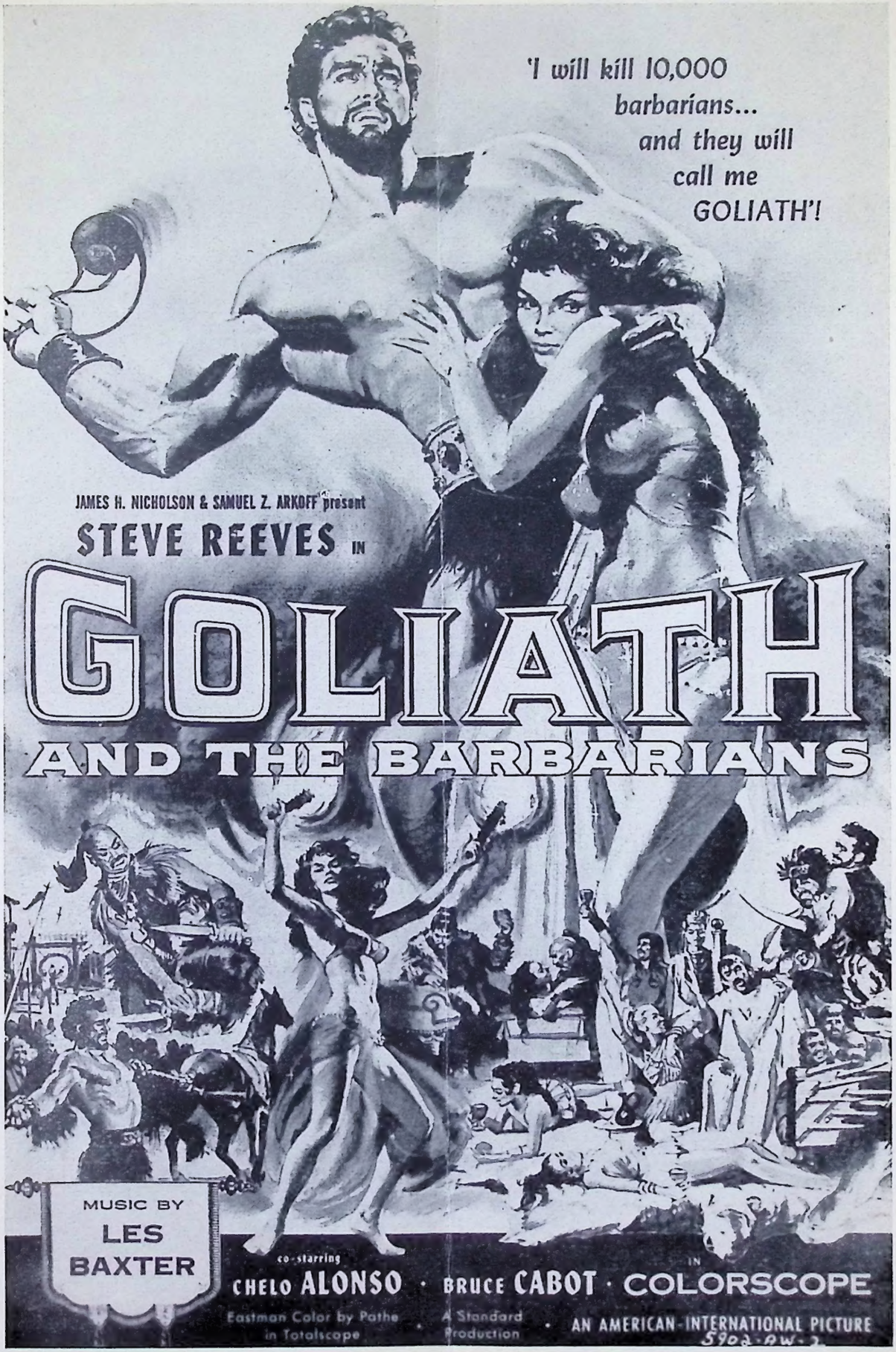
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